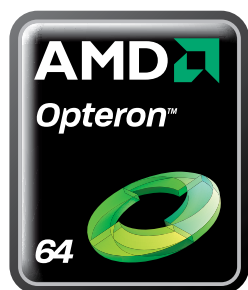


Usage Guidelines

THE THIRD-GENERATION AMD OPTERON™ PROCESSOR



AMD Opteron™ Processor Brand Brief

Usage Guidelines

THE THIRD-GENERATION AMD OPTERON™ PROCESSOR

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PROCESSOR BRAND METHODOLOGY

It is imperative that the integrity of the AMD-endorsed product brand name be maintained. Therefore, a scalable system based on application and reproduction opportunities and limitations has been created. This system ensures alignment with the following AMD brand management objectives:

- Consistency to build the brand through repetitive impressions
- Simplicity in the system approach to ensure effectiveness and efficiency
- Flexibility to provide solutions for every brand application opportunity
- Legibility to maximize recognition and readability
- Reproducibility to maintain integrity of brand and quality of reproduction

The Ultimate Visual Experience™

The dimensionality of the AMD Opteron™ processor logo reflects the AMD commitment to this dynamic environment and leadership in delivering The Ultimate Visual Experience™. The alternative to the dimensional processor logo is a simplified logotype solution, created to provide a scalable, one to two-color solution for small-space form factor environments or limited manufacturing techniques, such as laser engraving and embroidery.

For more information or prototypical merchandising guidelines for AMD processor lockup applications, contact your AMD brand manager.



AMD Opteron™ processor logo



AMD Opteron™ processor lockup – stacked



AMD Opteron™ processor lockup – horizontal



AMD OPTERON™ PROCESSOR LOGO

The following information addresses the correct treatment of the AMD Opteron™ processor logo for use in advertising, technical communications, marketing collateral, and other printed, Web, or visual materials.

General Guidelines

The AMD Opteron™ processor logo may only be used in connection with the promotion of the corresponding AMD Opteron™ processor and not for other goods and/or services. There are two versions of the AMD Opteron™ processor logo as shown on this page—color and grayscale. Do not modify or re-create an AMD Opteron™ processor logo under any circumstances. Always use the artwork provided by Advanced Micro Devices, Inc.

The following trademark attribution must be used when featuring the AMD Opteron™ processor logo:

AMD, the AMD Arrow logo, AMD Opteron, and combinations thereof, are trademarks of Advanced Micro Devices, Inc.

Follow the more detailed rules set forth in the Trademark Usage Guidelines for the AMD Opteron™ processor when referenced in text.



Color



Grayscale



AMD Opteron™ Processor Brand Brief

AMD OPTERON™ PROCESSOR LOGO (CONT.)

The AMD Opteron™ processor logo consists of the AMD brandmark, the AMD Opteron™ processor logotype, the AMD Opteron™ processor icon, and a 64-bit feature identifier, all positioned within a black enclosure. There are two versions of the AMD Opteron™ processor logo—color and grayscale. The color version is available in both CMYK and spot color.



Color



Grayscale



Color logo
on a color background

Grayscale logo
on a color-neutral background



Color logo on color photography



Grayscale logo on black-and-white photography



AMD Opteron™ Processor Brand Brief

AVAILABLE FORMATS

Key to file naming conventions

Product I.D. #

Processor

Media (E = Electronic, P = Print)

43406-B

OPT

Logo_

L_

E_

RGB_

.png

File Format

Size

(L = Large, S = Small)

Color Mode

(4C = Process, Gs = Grayscale, RGB = On screen, Sp = Spot)



Color



Grayscale

Listed below are the available formats of the AMD Opteron™ processor logo.

43406-B_OPT_Logo_P_4C.eps

Four-color (CMYK) process version for traditional printing

43406-B_OPT_Logo_P_Sp.eps

Spot-color version for specialized printing, e.g. screen printing

43406-B_OPT_Logo_P_Gs.eps

Grayscale version for limited color printing

43406-B_OPT_Logo_E_RGB.eps

RGB version for online or multimedia use

43406-B_OPT_Logo_L_E_RGB.png

Large version for use in presentations, e.g. PowerPoint

43406-B_OPT_Logo_S_E_RGB.png

Small version for use in presentations, e.g. PowerPoint



AMD Opteron™ Processor Brand Brief

CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS

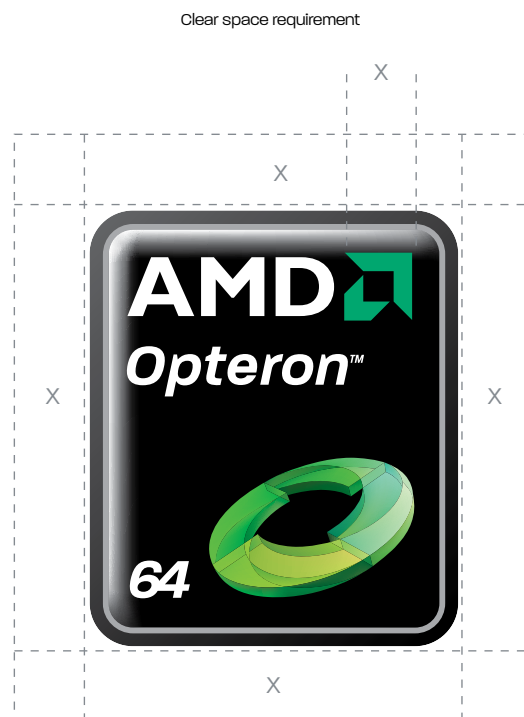
The AMD Opteron™ processor logo is most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space, as demonstrated in the diagram to the right, must surround the logo in all situations. The clear space requirement indicated represents an area equal to the width of the AMD Arrow logo. This is illustrated in the example on the right.

Clear space is defined as an area that is completely free of other objects or elements, including, but not limited to, type, borders, edges, other logos, words, graphics, slogans, numbers, and design features, or symbols, company names, products, and/or services.

For print applications, the minimum size requirement for the AMD Opteron™ processor logo is .75" (19.05 mm) wide.

For electronic applications, the minimum size requirement for the AMD Opteron™ processor logo is 70 pixels wide.

For use in applications where there are challenges related to scale, format, media, or reproduction, an AMD Opteron™ processor lockup is available. General lockup usage guidelines are also included in this document.



Minimum size requirement



*When sizing the logo up or down, always include the white holding shape in the measurement.



COLOR REQUIREMENTS

The color diagram to the right identifies the color of each element of the AMD Opteron™ processor logo. Provided below is a color list that will assist in the correct reproduction of the AMD Opteron™ processor logo in the most commonly used media formats.

Spot Color

(Spot color printing, such as promotional items, marketing collateral, etc.)

AMD Green = PANTONE 347 C

Black = Rich Black (4CP = C50 M50 Y50 K100)

White = KO

Multi-color = CMYK Build

CMYK

(Four-color process printing, such as advertisements, marketing collateral, magazines, etc.)

AMD Green = C100 M0 Y79 K0

Black = Rich Black (4CP = C50 M50 Y50 K100)

White = KO

Multi-color = CMYK Build

RGB

(Electronic on-screen representations, such as CD demos, multimedia presentations, PowerPoint, Web graphics, etc.)

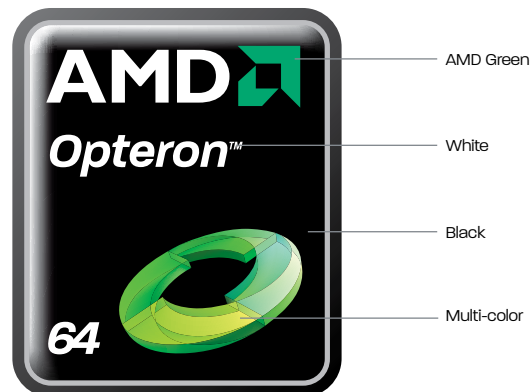
AMD Green = R0 G153 B102

Black = R0 G0 B0

White = R255 G255 B255

Multi-color = RGB Build

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE color standards. Consult current PANTONE publications for accurate color. PANTONE is the property of Pantone, Inc.



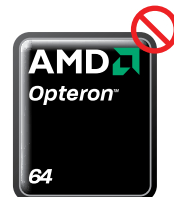
AMD Opteron™ Processor Brand Brief

INCORRECT USAGE

The examples on the right illustrate common misuse of the AMD Opteron™ processor logo. Always use the artwork provided by Advanced Micro Devices, Inc.



DO NOT distort the AMD Opteron™ processor logo in any way



DO NOT create other versions of the AMD Opteron™ processor logo



DO NOT create spot-color versions of the AMD Opteron™ processor logo



DO NOT use just the AMD Opteron™ processor icon



DO NOT alter the color of the AMD Opteron™ processor logo



DO NOT add elements to the AMD Opteron™ processor logo



DO NOT remove the white holding shape behind the AMD Opteron™ processor logo

DO NOT position the logo over a busy or inappropriate area of a photographic background

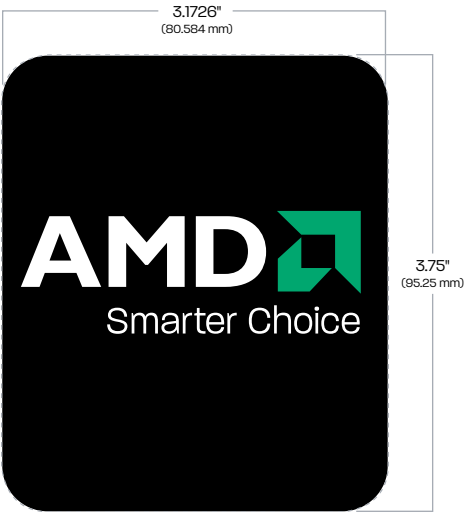


AMD Opteron™ Processor Brand Brief

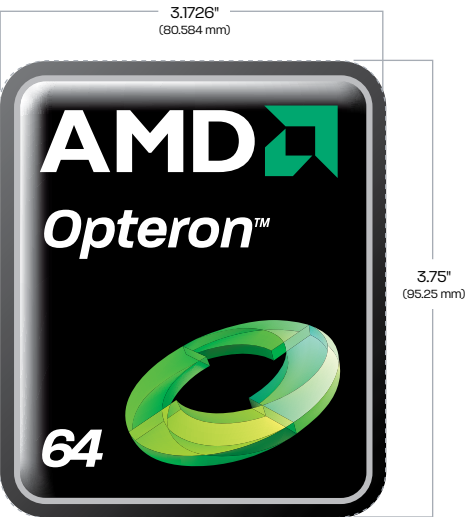
CARTON AND BEZEL LABEL GUIDELINES

The examples here show the required dimensions for two carton label versions and three bezel label versions.

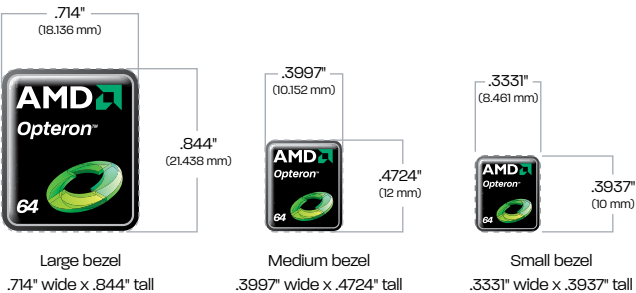
Note that unique bezel label designs have been developed for bezel label applications that are smaller than the minimum size requirement of .75" (19.05 mm) wide. These unique bezel labels have been optimized to increase legibility in the smaller forms that are required by some product manufacturers.



Carton
3.1726" wide x 3.75" tall



Carton
3.1726" wide x 3.75" tall



AMD OPTERON™ PROCESSOR LOCKUPS FOR UNIQUE APPLICATIONS

Whenever possible, the AMD Opteron™ processor logo should be used in all advertising, technical communications, marketing collateral, and other printed, Web, or visual materials.

In those unique instances when scale, format, media, or reproduction requirements preclude the use of the processor logo, a processor lockup may be used. This scalable system enables easy application for small-space form factor environments and limited manufacturing techniques, such as screen printing, laser engraving, embossing, debossing, hot stamping, and embroidery.

For guidelines on using an AMD Opteron™ processor lockup on merchandise, contact your AMD brand manager.

General Guidelines

The AMD Opteron™ processor lockup may only be used in connection with the promotion of the corresponding AMD Opteron™ processor and not for other goods and/or services. There are two versions of the AMD Opteron™ processor lockup as shown on this page — stacked and horizontal. Each are provided in color, and black and white. Do not modify or re-create an AMD Opteron™ processor lockup under any circumstances. Always use the artwork provided by Advanced Micro Devices, Inc.

When possible, the following trademark attribution must be used when featuring the AMD Opteron™ processor lockup:

AMD, the AMD Arrow logo, AMD Opteron and combinations thereof, are trademarks of Advanced Micro Devices, Inc.



Stacked, spot-color



Stacked, black



Horizontal, spot-color



Horizontal, black

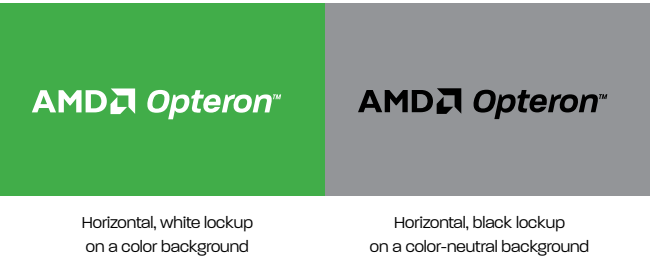
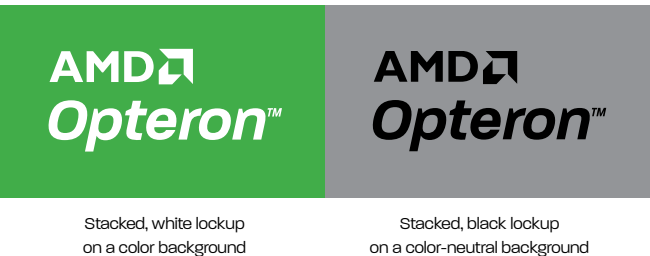


AMD Opteron™ Processor Brand Brief

AMD OPTERON™ PROCESSOR LOCKUPS FOR UNIQUE APPLICATIONS (CONT.)

The AMD Opteron™ processor lockup consists of the AMD brandmark and the AMD Opteron™ processor logotype. There are two versions of the AMD Opteron™ processor lockup — color, and black and white. The color version is available in both CMYK and spot color.

The AMD Opteron™ processor lockups are for exceptional use only. Whenever possible, the AMD Opteron™ processor logo should be used.



AMD Opteron™ Processor Brand Brief

AVAILABLE FORMATS

Key to file naming conventions

Product I.D. #	Processor	Stacked	Media (E = Electronic, P = Print)		
43684-A	OPT	Lckp	St_L_E	RGB.png	File Format
			Size (L = Large, S = Small)	Color Mode (4C = Process, RGB = On screen, Sp = Spot, Wht = White, Blk = Black)	

Listed below are the available formats of the stacked AMD Opteron™ processor lookup.

Stacked Format

43684-A_OPT_Lckp_St_P_Sp.eps

Spot-color version for specialized printing, e.g. screen printing

43684-A_OPT_Lckp_St_P_SpR.eps

Reversed spot-color version for specialized printing, e.g. screen printing

43684-A_OPT_Lckp_St_P_4C.eps

Four-color (CMYK) process version for traditional printing

43684-A_OPT_Lckp_St_P_4Cr.eps

Reversed four-color (CMYK) process version for traditional printing

43684-A_OPT_Lckp_St_P_BlK.eps

Black version for limited color printing

43684-A_OPT_Lckp_St_P_Wht.eps

White version for limited color printing

43684-A_OPT_Lckp_St_E_RGB.eps

RGB version for online or multimedia use



Stacked, spot-color



Stacked, black

43684-A_OPT_Lckp_St_E_RGBr.eps

Reversed RGB version for online or multimedia use

43684-A_OPT_Lckp_St_E_BlK.eps

Black version for online or multimedia use

43684-A_OPT_Lckp_St_E_Wht.eps

White version for online or multimedia use

43684-A_OPT_Lckp_St_S_E_RGB.png

Small RGB version for use in presentations, e.g. PowerPoint

43684-A_OPT_Lckp_St_S_E_RGBr.png

Small reversed RGB version for use in presentations, e.g. PowerPoint

43684-A_OPT_Lckp_St_S_E_BlK.png

Small black version for use in presentations, e.g. PowerPoint

43684-A_OPT_Lckp_St_S_E_Wht.png

Small white version for use in presentations, e.g. PowerPoint



AMD Opteron™ Processor Brand Brief

AVAILABLE FORMATS (CONT.)

Key to file naming conventions

Product ID. #	Processor	Horizontal	Media (E = Electronic, P = Print)	
▼	▼	▼	▼	
43684-A	_OPT_	Lckp_	H_z_	L_E_RGB.png ◀ File Format
		▲	▲	
		Size	Color Mode	
		(L = Large, S = Small)	(4C = Process, RGB = On screen, Sp = Spot, Wht = White, Blk = Black)	

Listed below are the available formats of the horizontal AMD Opteron™ processor lookup.

Horizontal Format

43684-A_OPT_Lckp_Hz_P_Sp.eps

Spot-color version for specialized printing, e.g. screen printing

43684-A_OPT_Lckp_Hz_P_SpR.eps

Reversed spot-color version for specialized printing, e.g. screen printing

43684-A_OPT_Lckp_Hz_P_4C.eps

Four-color (CMYK) process version for traditional printing

43684-A_OPT_Lckp_Hz_P_4Cr.eps

Reversed four-color (CMYK) process version for traditional printing

43684-A_OPT_Lckp_Hz_P_BlK.eps

Black version for limited color printing

43684-A_OPT_Lckp_Hz_P_Wht.eps

White version for limited color printing

43684-A_OPT_Lckp_Hz_E_RGB.eps

RGB version for online or multimedia use

AMD Opteron™

Horizontal, spot-color

AMD Opteron™

Horizontal, black

43684-A_OPT_Lckp_Hz_E_RGBBr.eps

Reversed RGB version for online or multimedia use

43684-A_OPT_Lckp_Hz_E_BlK.eps

Black version for online or multimedia use

43684-A_OPT_Lckp_Hz_E_Wht.eps

White version for online or multimedia use

43684-A_OPT_Lckp_Hz_S_E_RGB.png

Small RGB version for use in presentations, e.g. PowerPoint

43684-A_OPT_Lckp_Hz_S_E_RGBBr.png

Small reversed RGB version for use in presentations, e.g. PowerPoint

43684-A_OPT_Lckp_Hz_S_E_BlK.png

Small black version for use in presentations, e.g. PowerPoint

43684-A_OPT_Lckp_Hz_S_E_Wht.png

Small white version for use in presentations, e.g. PowerPoint



AMD Opteron™ Processor Brand Brief

CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS

The AMD Opteron™ processor lookup is most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space, as demonstrated in the diagrams to the right, must surround the processor lookup in all situations. The clear space requirement indicated represents an area equal to the width of the AMD Arrow logo. This is illustrated in the examples on the right.

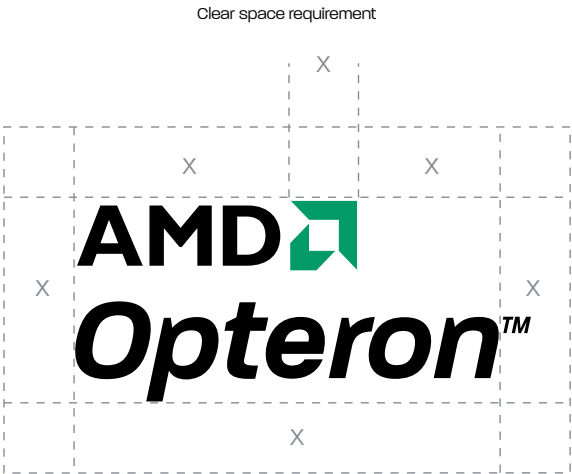
Clear space is defined as an area that is completely free of other objects or elements, including, but not limited to, type, borders, edges, other logos, words, graphics, slogans, numbers, and design features, or symbols, company names, products, and/or services.

Minimum size


The minimum size requirement for the stacked AMD Opteron™ processor lookup is .225" (5.715 mm) tall.

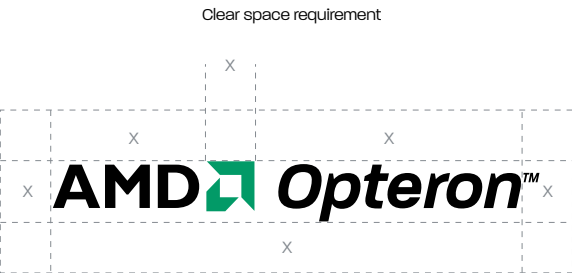
The minimum size requirement for the horizontal AMD Opteron™ processor lookup is .125" (3.175 mm) tall.

For electronic applications, the minimum size requirement for the AMD Opteron™ processor lookup is 70 pixels wide.



Minimum size requirement for the stacked processor lookup

.225"	5.715 mm	AMD  Opteron™
-------	----------	--



Minimum size requirement for the horizontal processor lookup

.125"	3.175 mm	AMD  Opteron™
-------	----------	---



COLOR REQUIREMENTS

The color diagrams to the right identify the color of each element of the AMD Opteron™ processor lockups. Provided below is a color list that will assist in the correct reproduction of the AMD Opteron™ processor lockups in the most commonly used media formats.

Spot Color

AMD Green = PANTONE 347 C

Black = K100

CMYK

AMD Green = C100 M0 Y79 K0

Black = K100

RGB

AMD Green = R0 G153 B102

Black = R0 G0 B0

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE color standards. Consult current PANTONE publications for accurate color. PANTONE is the property of Pantone, Inc.



AMD Opteron™ Processor Brand Brief

INCORRECT USAGE

The examples on the right illustrate common misuse of the AMD Opteron™ processor lockup. These examples apply to the horizontal lockups as well. Always use the artwork provided by Advanced Micro Devices, Inc.



DO NOT distort the AMD Opteron™ processor lockup in any way



DO NOT change the proportions of the AMD Opteron™ processor lockup



DO NOT create spot-color versions of the AMD Opteron™ processor lockup



DO NOT create borders around the AMD Opteron™ processor lockup



DO NOT alter the color of the AMD Opteron™ processor lockup



DO NOT add elements to the AMD Opteron™ processor lockup



DO NOT place the AMD Opteron™ processor lockup on top of a photo

